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Agenda Item 17

October 19, 2011

TO: MEMBERS OF THE BOARD OF ADMINISTRATION

I. SUBJECT: Public Affairs Update

II. PROGRAM: All

III. RECOMMENDATION: For Information Only

IV. ANALYSIS:

The attached report highlights recent strategic communications activity and initiatives.

V. STRATEGIC PLAN:

This is not a product of the CalPERS strategic plan, but an ongoing responsibility of the Chief of Public Affairs.

VI. RESULTS/COSTS:

N/A

BRAD W. PACHECO
Division Chief
Office of Public Affairs

ROBERT UDALL GLAZIER
Deputy Executive Officer
External Affairs Branch